

Thank you for visiting the SIIA's Software Division Resource Center featuring Issue Briefs, the annual *Vision From the Top* publication, *Marketing in Today's Economy* publication, and video's spotlighting our members at key industry events. Please check out the descriptions and click on the links below.

For more information on SIIA Membership benefits, contact [Rhiana Collier](#) or [join online](#) and become an SIIA member today!

[**SIIA Issue Briefs**](#)

The Software Division's member-produced Issue Briefs offer valuable insight on a number of critical topics facing the industry.

[**Vision From the Top**](#)

SIIA's Vision from the Top brings together thoughts and predictions on the future of the software and services industries. This compilation of interviews by CEOs of SIIA Member companies addresses trends in security, enterprise mobility, social media, government technology, various industry verticals and horizontal markets, and more.

[**Marketing in Today's Economy**](#)

SIIA's Marketing in Today's Economy is the first SIIA publication to catalog business-to-business sales and marketing tactics. With articles from industry experts, this book is an excellent resource for those looking to leverage new tactics and technologies to develop and execute a successful marketing plan.

[**Video Spotlight**](#)

Check out the SIIA Software Division members at key industry events.

[**Annual Software Marketing Industry Report**](#)

Each year, the SIIA conducts a survey for Marketing and C-Level executives. The goal of the survey is to give ISVs a comprehensive data to gauge their firm's marketing efforts against their peers and competitors, especially around social media, mobile technology, and SEO and SEM tactics. SIIA members can view the [complete report online](#).

[Software Benchmarking Reports](#)

Each year the SIIA sponsors OPEXEngine's annual benchmarking study of the small and mid-sized software industry. Containing responses and datapoints from hundreds of software vendors, the comprehensive benchmarks provides context for executives to manage their business more effectively.

[The State of Software Monetization](#)

Safenet and the Software & Information Industry Association (SIIA) released the results of a joint survey of more than 620 software developers and 194 enterprise software end users, revealing that developers continue to struggle with how to secure their critical intellectual property (IP) without disrupting their business. As a result of not implementing the right licensing models and security as a foundational pillar of their business, software developers are finding that they are losing revenue, seeing diminishing profitability and increasing the risk to their brand and overall reputation.

[Software Division Webinars](#)

SIIA hosts pre-recorded webinars featuring thought leadership advice and strategies from our SIIA members. Check out the collection of recorded webinars to find best practices in Mobile, SaaS Success, Social Media, Channel strategies, Cloud Computing, and much more.

[Software & Services Directory](#)

The Software Division provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. To help you locate products and services necessary for business growth, we have developed an all new Software and Services Directory of our members.

[Roadmap to Success Video Series](#)

How can you be sure you're on the path to success? View videos to hear from winners of our 2012 SIIA CODiE Awards, who have been asked to address the top three things to which they attribute their product's success.

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